

**Amendments to the Claims:**

This Listing of Claims replaces all prior versions, and listings, of claims in this application.

**Listing of Claims:**

Claims 1-230 (Cancelled).

231. (Newly Added) A label applicator, comprising:

an applicator body including a label support surface;

a post assembly extending up from a central area of the label support surface;

the post assembly having a first effective diameter adapted to center a first label having a narrow central opening in a label application position on the support surface with an adhesive face of the first label disposed upwardly;

engagement structure positionable by a user between an operative position and an inoperative position, the engagement structure when in the operative position extending generally above the label support surface and adapted to define a second effective diameter greater than that of the first effective diameter and adapted to center a second label having a wide central opening wider than the narrow central opening in a label application position on the support surface with an adhesive face of the first label disposed upwardly; and

the post assembly including an article support surface adapted to support an article in a position such that the article can be pressed down and against the adhesive faces of alternatively the first and second labels when in the respective label application positions.

232. (Newly Added) The applicator of claim 231 wherein the inoperative position is generally below the support surface.

233. (Newly Added) The applicator of claim 231 wherein the engagement structure includes a plurality of posts.

234. (Newly Added) The applicator of claim 233 wherein the posts are movable by the user between inoperative positions below the support surface and operative positions extending above the support surface.

235. (Newly Added) The applicator of claim 231 wherein the engagement surface defines points on a second circle having the second effective diameter.

236. (Newly Added) The applicator of claim 235 wherein the post assembly defines a first circle having the first effective diameter and a center point coincident with a center point of the first circle.

237. (Newly Added) The applicator of claim 231 wherein the engagement structure when in the operative position is disposed radially outward from the post assembly.

238. (Newly Added) The applicator of claim 231 wherein at least a portion of the post assembly is movable relative to the support surface.

239. (Newly Added) The applicator of claim 231 wherein the narrow central opening has a diameter of 0.604 inch and the wide central opening has a diameter of 1.625 inches.

240. (Newly Added) The applicator of claim 231 wherein the article support surface is a ridge.

241. (Newly Added) The applicator of claim 231 wherein the article support surface includes a plurality of outwardly-extending surfaces.

242. (Newly Added) The applicator of claim 231 wherein the article is a CD.
243. (Newly Added) The applicator of claim 231 wherein the article is a DVD.
244. (Newly Added) The applicator of claim 231 wherein the article is a disc.
245. (Newly Added) The applicator of claim 231 further comprising first and second pairs of pegs supported by the applicator body, the first and second pairs being spaced outward from the post assembly on opposite sides thereof, the first pair of pegs engaging in side edge notches of a first tab of one of the first or second labels when that label is in the label application position, and the second pair of pegs engaging in side edge notches of a second tab of that label when in the label application position.
246. (Newly Added) The applicator of claim 231 wherein the article support surface is a ledge.
247. (Newly Added) The applicator of claim 231 wherein the engagement structure has a portion thereof extending below the label support surface when the engagement structure is in the operative position.
248. (Newly Added) A label applicator, comprising:
  - an applicator body including a label support surface;
  - post means extending up from a central area of the label support surface for centering a first label having a narrow central opening in a label application position on the support surface with an adhesive face of the first label disposed upwardly;
  - centering means positionable by a user between an operative position and an inoperative position, the centering means when in the operative position extending generally above the label support surface for centering a second label having a wide central opening wider than the narrow central opening in a label application position on the support surface with an adhesive face of the first label disposed upwardly;

the post means centering the first label when the centering means is in the inoperative position; and

the post means including article support means for supporting an article in a position such that articles can be pressed down and against the adhesive faces of the first and second labels when in the respective label application positions.

249. (Newly Added) The applicator of claim 248 wherein a portion of the centering means extends below the label support surface when the centering means is in the operative position.

250. (Newly Added) A label applicator, comprising:

an applicator body including a label support surface;

a post assembly extending up from a central area of the label support surface;

first and second pairs of engagement members supported by the applicator body, the first and second pairs being spaced outward from the post assembly on opposite sides thereof;

with a label, the label having (a) a central portion having an adhesive face and a central hole, and (b) first and second tabs extending out from the central portion, each of the tabs having a pair of opposite side notches, in a label application position on the applicator, the central portion is on the support surface with the adhesive face disposed upwardly, the post assembly is disposed in the central hole, the engagement members of the first pair are disposed in respective ones of the side notches of the first tab, and the engagement members of the second pair are disposed in respective ones of the side notches of the second tab; and

the post assembly including an article support surface adapted to support an article in a position such that the article can be pressed down and against the adhesive

face of the label when in the label application position.

251. (Newly Added) The applicator of claim 250 wherein the central opening has a diameter of 0.604 inch or 1.625 inches.

252. (Newly Added) The applicator of claim 250 wherein the article support surface is a ridge or a ledge.

253. (Newly Added) The applicator of claim 250 wherein the article support surface includes a plurality of outwardly-extending surfaces.

254. (Newly Added) The applicator of claim 250 wherein the article is a CD or a DVD.

255. (Newly Added) The applicator of claim 250 wherein the article is a disc.

256. (Newly Added) The applicator of claim 250 further comprising first and second arcuate rims on the support surface, a first one of the engagement members of the first pair and a first one of the engagement members of the second pair being positioned at opposite ends of the first arcuate rim, and a second one of the engagement members of the first pair and a second one of the engagement members of the second pair being positioned at opposite ends of the second arcuate rim.

257. (Newly Added) The applicator of claim 256 wherein the first and second rims comprise first and second arcuate ribs, respectively.

258. (Newly Added) The applicator of claim 250 wherein the engagement members each comprise a pin or a peg.

259. (Newly Added) A label applicator system, comprising:

a label including: a center portion, the center portion having an adhesive face and a center hole; a first tab extending out from the center portion, the first tab including a pair of opposite side notches; and a second tab extending out from the center portion,

the second tab including a pair of opposite side notches;

a label applicator including: an applicator body having a label support surface; a post assembly extending up from a central area of the label support surface, the post assembly being adapted to support an article in a support position; and first and second pairs of engagement members supported by the applicator body and spaced outward from the post assembly on generally opposite sides thereof; and

the label being positionable in a label application position on the applicator body with the center portion on the support surface, the adhesive face upwardly disposed, the post assembly passing through the center hole, the first pair of engagement members positioned in the side notches of the first tab, and the second pair of engagement members positioned in the side notches of the second tab.

260. (Newly Added) The system of claim 259 wherein with the label in the label application position an article in the article support position can be pressed down and against the adhesive face.

261. (Newly Added) The system of claim 259 wherein the center portion is circular and the article is a disc.

262. (Newly Added) The system of claim 259 wherein the engagement members comprise pins or pegs.

263. (Newly Added) A label applicator, comprising:

an applicator body including a label support surface;

a post assembly at a central area of the label support surface;

the post assembly including a spindle, an inner centering post and an outer centering ring;

the spindle extending up from the inner centering post and defining an article support ledge on a top surface of the post and surrounding the spindle, the ledge being adapted to support an article having a hole in an article support position with the spindle disposed in the hole;

the inner centering post having a first effective diameter adapted to center a first label having a narrow central opening in a first label application position with the centering post disposed in the narrow central opening and an adhesive face of the first label upwardly disposed;

the post assembly being adapted to allow an article in the article support position to be pressed down against the first label in the first label support position to adhere the first label to the article;

the outer centering ring surrounding the inner centering post and having a second effective diameter, which is larger than the first effective diameter, adapted to center a second label having a wide central opening, which is wider than the narrow central opening, in a second label application position with the centering ring disposed in the wide central opening and an adhesive face of the second label upwardly disposed; and

the post assembly being adapted to allow an article in the article support position to be pressed down against the second label in the second label support position to adhere the second label to the article.

264. (Newly Added) The applicator of claim 263 wherein the spindle and the centering post are affixed together as a single unit.

265. (Newly Added) The applicator of claim 263 wherein the post assembly includes a spring which biases the support ledge up.

266. (Newly Added) The applicator of claim 264 wherein a lower end of the spring

biases against the outer centering ring.

267. (Newly Added) The applicator of claim 263 wherein the top surface of the outer centering ring is level with the surrounding label support surface when the article is being press adhered to the first or second labels.

268. (Newly Added) The applicator of claim 263 wherein the ledge is level with the top surface of the outer centering ring when the article is being press adhered to the first or second labels.

269. (Newly Added) The applicator of claim 263 wherein the post assembly includes a spring for biasing the outer centering ring relative to the support surface.

270. (Newly Added) The applicator of claim 269 wherein the spring upwardly biases the centering ring relative to the support surface.

271. (Newly Added) A label applicator, comprising:

an applicator body including a label support surface;

a label-application post assembly at a central area of the support surface;

the post assembly including an outer centering ring movable in an opening in the support surface;

the post assembly further including a centering post and a spindle fixed to the centering post and extending up from a top surface thereof;

the outer centering ring being concentric with the centering post; and

a support ledge defined by the top surface of the centering post.

272. (Newly Added) The applicator of claim 271 wherein the centering post is movable in an opening in the centering ring.

273. (Newly Added) The applicator of claim 271 wherein the centering post is upwardly biased.

274. (Newly Added) The applicator of claim 271 wherein the post assembly includes a spring which upwardly biases the centering post.

275. (Newly Added) The applicator of claim 274 wherein the spring defines an inner spring, and the post assembly further includes an outer spring operatively associated with the centering ring.

276. (Newly Added) The applicator of claim 275 wherein the outer spring upwardly biases the centering ring.

277. (Newly Added) The applicator of claim 275 wherein the centering post defines a downwardly-disposed cup in which the inner spring is disposed and the outer ring defines a downwardly-disposed ring in which the outer spring is disposed.

278. (Newly Added) The applicator of claim 271 wherein the applicator body includes abutment structure which defines a lower position of the centering ring.